

Working to increase physical activity in Gloucestershire

Our impact – 2019



we
can
move

A need to get people moving

Physical inactivity now kills as many people as smoking and was found to cost the NHS Clinical Commissioning Groups £455 million in 2013-2014 nationally, and £4.7 million in Gloucestershire¹.

Many major health issues in the UK can be avoided through increased physical activity.

Regular activity can reduce:

- risk of hip fractures by 68%
- type 2 diabetes by 40%
- heart disease by 35%
- depression by 30%.

For children and young people, regular physical activity is associated with improved learning and attainment, better mental health, a cardiovascular fitness and contributes towards a healthy weight.

22.1% of adults in Gloucestershire are inactive and a third don't do enough to benefit their health.

And there are significant inequalities in activity levels amongst different groups:

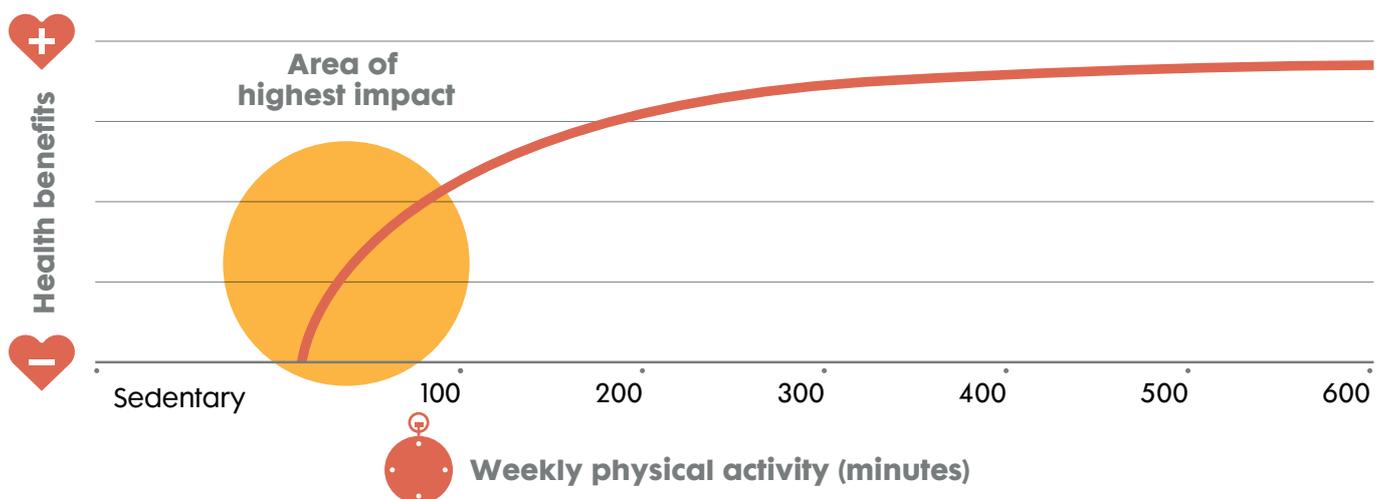
30% of people aged over 55 years old are inactive

33% of people living in the areas amongst the 20% most deprived in the country are inactive

22% of people from black and minority ethnic groups are inactive

37% of people with life-limiting disabilities are inactive².

Focussing our effort on those who are least active will bring the biggest step change in health and wellbeing.



Dose-response curve for physical activity, Nigam, 2011

¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/524234/Physical_inactivity_costs_to_CCGs.pdf

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/524235/Annex_costs_of_physical_inactivity_2013to2014_and_2012to2013.xls

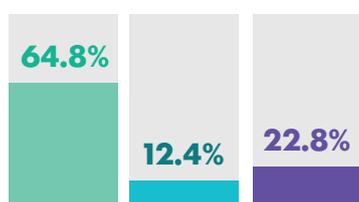
² Sport England Active Lives Survey November 17/18

Our theory of change

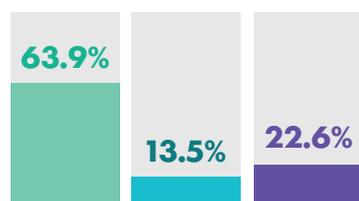
Previous strategies invested in programmes that did not engage inactive people.

Levels of inactivity and activity in Gloucestershire

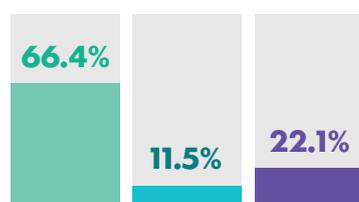
2015/16



2016/17



2017/18



Nationally, three quarters of Public Health funding has been spent on top-down, short-term, individual-level interventions, with no significant effect³.

Extensive consultation

Active Gloucestershire consulted extensively over two years with 200 organisations and 500 individuals, from physical activity experts to programme beneficiaries.

In April 2018 we launched a new whole system approach called **we can move** based on our new theory of change.

Whole system approach

Our new approach has three elements to help us reach those who are least active:

01 Help people change their life-limiting behaviour to get and stay active

Our **we can move** approach uses the latest behaviour change approaches to create a culture of daily physical activity. We are using expert tools, including University College London's 'Behaviour Change Wheel' and the EAST model.

We are piloting different approaches to understand barriers and motivations to being active and are using insight to evaluate our progress.

02 Make being physically active the 'cultural norm'

At its core, **we can move** will be energised and delivered through a social movement. Working with experts Social Change Agency and Practical Governance, we have developed a strategy that will engage friends, families, schools, employers, neighbourhood groups and professionals to help influence the way we think and feel about being physically active. This is enabled by key changes in how we work and communicate including relationship building and capturing a unifying movement brand and communication tools.

03 Tackle the barriers that prevent people getting or staying active (the system we live in)

We have mapped the system in Gloucestershire that affects people's physical activity levels, gaining insight into the barriers and enablers.

Our work has begun in influencing those who affect policy and practice on our environment, from workplaces to travel options.

³ National Institute for Health Research (NIHR) Rutter H, Glonti K. **Towards a new model of evidence for public health.** Lancet 2016;388:7

Helping people change their behaviour – our intervention to prevent older adults from falling

In 2018 we used our new approach to define a behaviour intervention to reduce the number of older adults falling by 160 (and save the NHS £500,000).

Our work defined an approach that we are now rolling out across the county including:

- a network of 200 older adult champions from community groups sharing the intervention
- printed and digital material which includes:
 - a self- assessment tool
 - exercises and progress charts
 - in-home reminders.

Since the start of the programme in June 2019 we have:

103 champions to help build the movement across the county

20 strength and balance class providers now using our intervention, with more seeing it and asking for material regularly

1,400 people have been introduced to the campaign either face to face or online

Organisations outside our target, but working with older adults, have asked for the material to promote the intervention.

Fall-proof
Strength and balance plan

Able like Mabel.

We have a range of easy to follow exercises that can be done alongside daily routines such as boiling the kettle to increase your strength and balance, keeping you steady, strong and able to get out and about and increasing your independence.

Pick up an exercise guide or visit www.fallproof.me to find out more.

Exercise 2.

☆☆☆☆
CHALLENGE RATING

Single leg balance.

What's the benefit?
This will help you to climb up steps, get in and out of cars and get on to the bus.

Starting position
Stand facing a solid support, holding lightly to start with.

Step one
Lift one foot off the floor and hold for as long as you can. Gradually try to reduce your hand support as you feel able.

Step two
Change legs and raise the other foot. Aim to repeat this a few times.

TOP TIP
You could do this exercise whilst you are at the sink or kitchen side waiting for the kettle to boil, or when you are on the phone

CHALLENGE YOURSELF
Hold the balance for longer and reduce the hand support.

www.fallproof.me

Making a cuppa?

Now's the time for your...
heel to toe standing and walking.

☆☆☆☆
CHALLENGE RATING

Able like Mabel.

Exercise booklet, in-home reminder and poster from the Fall-proof campaign

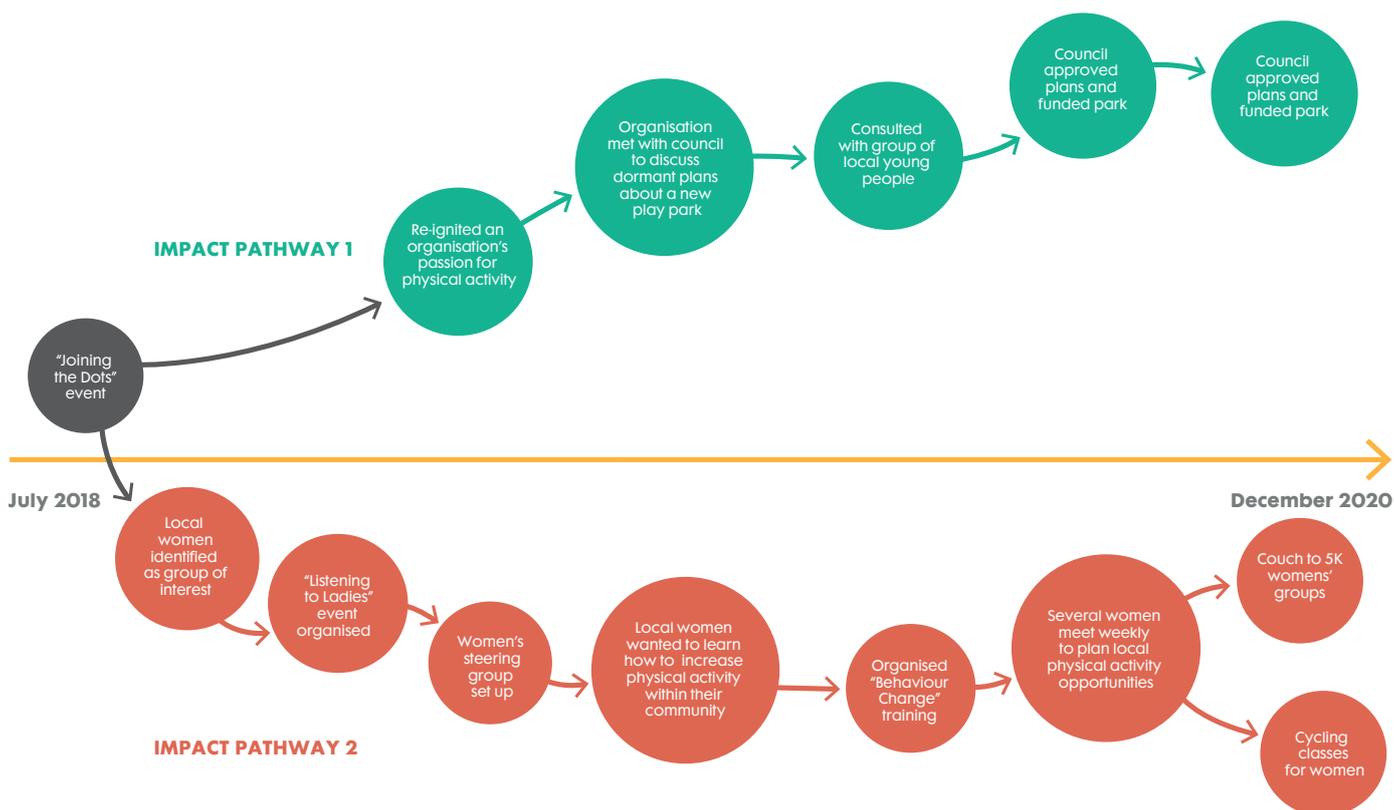
Building a movement – bringing about connections in an area of high deprivation



Because we couldn't predict what would happen, we used a novel method to evaluate impact.

Since our work began in this area in 2018 we have gained 30 champions and 125 people are actively involved in our movement.

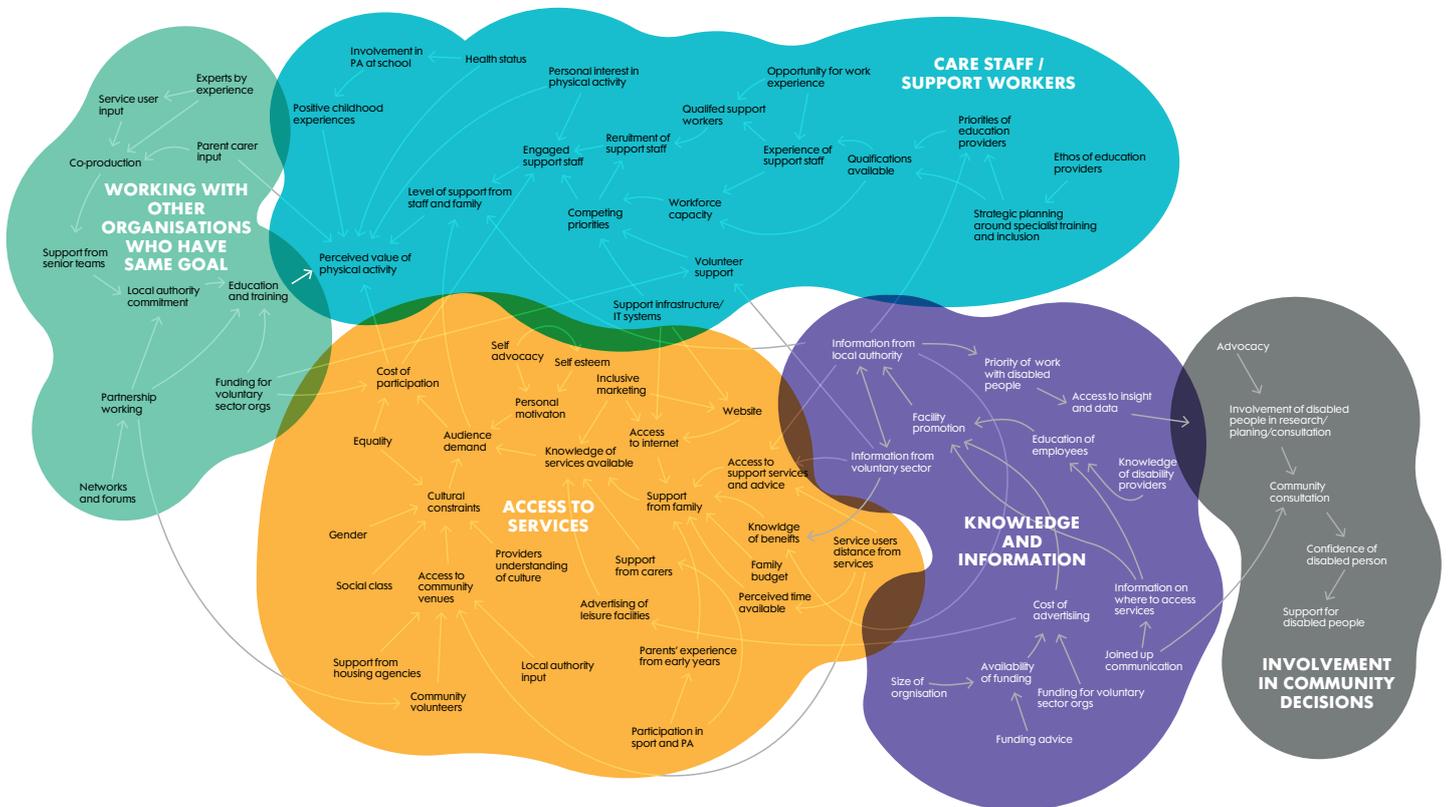
As shown here, the **Joining the Dots** event has led to several other impacts, and just two of these "Impact pathways" are shown here.



Tackling the barriers that prevent people getting or staying active – understanding the system that affects disabled peoples’ physical activity levels

Disabled people are twice as likely to be physically inactive than non-disabled people, yet four out of five say they would like to do more.

In 2019, with the aim of understanding the barriers and opportunities, we have begun mapping the physical activity system in Gloucestershire. From this, and with 22 partners from across the sector, we will co-produce a set of interventions that influence the likelihood that someone with a disability or long term health condition can take part in physical activity.



Initial physical activity and disability systems map – October 2019

Wider Impact

Physical activity has been chosen as a priority for the new Gloucestershire Health and Wellbeing Strategy 2019-2030, with 'we can move' being the delivery mechanism.

We can move is integrated into plans for the county, including:

- Vision 2050
- Healthy weight
- Mental health
- Air quality plans
- Local industrial strategy

We are influencing the revised Gloucester City Plan in relation to design that promotes activity.

We have been involved in the Connecting Cheltenham Strategy to encourage more walking and cycling.

District councils are contributing and seeking ways to work with us in our new approach.

Over 1,000 organisations are supporting the **we can move** movement.

Other counties' organisations with responsibility for physical activity are asking for our model and approach.

20 local businesses are now committed to promoting active travel to their employees.



Reducing inactivity

We can move programme	Inactive to active	Estimate of savings
Beat the Street 2018	1,219 adults	£9,153 per year
Beat the Street 2019	916 adults	£6,881 per year
Fall-proof	2,250 target for adults doing strength and balance exercises	£500,000
Barton and Tredworth	100 so far	£751.00 per year
Satellite Clubs	152	£1,242 per year
The Daily Mile	7,025	£52,758 per year

Our partners

Activity Alliance

Age UK Gloucestershire

BID Gloucester

Centre for Ageing Better

Cheltenham Borough Council

Cheltenham Trust

CHK Charities Ltd

Cotswold District Council

Creed Foodservice

Forest of Dean District Council

Gloucester City Council

Gloucester City Homes

Gloucestershire Clinical Commissioning Group

Gloucestershire Community Foundation

Gloucestershire County Council (Public Health Gloucestershire)

Gloucestershire Gateway Trust

Gloucestershire Health and Care Foundation Trust

Gloucestershire VCS Alliance

Gloucestershire's Office of the Police and Crime Commissioner

GRCC

Hartpury College

Hartpury University

Healthy Lifestyles Gloucestershire

Intelligent Health

Marketing Gloucester

North Bristol SusCom

Practical Governance

Resonance

Sport England

Special Olympics Gloucestershire Committee

St James' Place Foundation

Tewkesbury Borough Council

The Aspire Trust

The Bailey Thomas Foundation

The Barnwood Trust

Social Investment Business

Stroud District Council

The Jockey Club

The Social Change Agency

The Summerfield Trust

University College London Centre for Behaviour Change

We also thank the many other organisations and individuals who have helped us develop and implement our new theory of change to enhance lives in Gloucestershire.

Join the movement



wecanmove.net
(from January 2020)



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